

*stimulation  
of labor*

## STARTING FROM SNUFF

Since the first recorded statement on stimulation of contractions of labor by means of snuff, as advised by Celsus about 25 A. D., the oxytocics used have been many and varied. The advent of Pitocin\* in 1928 provided the obstetrician with an oxytocic of unusual scope and notable advantages.

Pitocin consists of the oxytocic principle of the posterior pituitary gland with practically none of its pressor principle. Therefore, it causes no appreciable rise in blood pressure. A favorite preparation for stimulation of the uterine musculature in uncomplicated obstetrics, Pitocin has special advantages in eclampsia, hypertension, and nephritis.

The purity of Pitocin and its exceedingly low protein content minimize the possibility of reactions. From the angle of uniformity, potency standardization — in every way — Pitocin is the No. 1 pituitary oxytocic.

Pitocin (alpha-hypophamine) finds wide use for: medical induction of labor, stimulation of the uterus, in properly selected cases, during labor, and prevention or control of postpartum hemorrhage.

\*Trade Mark Reg. U. S. Pat. Off.

"The foetus seen coiled in situ within the uterus, at about the seventh month of gestation," as shown in "The Principles and Practice of Obstetric Medicine," by David D. Davis, a classic of 1836.

# PITOCIN

PARKE, DAVIS & COMPANY DETROIT, MICHIGAN

A product of modern research offered to the medical profession by



OVER 75 YEARS OF SERVICE  
TO MEDICINE AND PHARMACY